



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE MEETING MINUTES September 4, 2008

Council Members Present

Barry Spiker (Chair), Kati Bates, William Engler, George Evanoff, Joyce Finkelstein, Paul Herrmann, Marilyn Johnson, Sharon McKinley, Doyle Meredith, Bernadette Polley

Committee Participants Present

Todd Aahkus, Mary Kaye Allen, Christine Bryson-Lazo, Julie Castro, Dollie Chauvin, Jay Crosby, Jan Davie, Roger Forrester, Victoria Furst, Sharon Gartner, Charlotte Hodel, Jennifer Kaufman Fourness, Anne Leap, Joel Millman, Kathy Nyetrael, Carolyn Pitre-Wright, Peter Polk, Ted Tyler, Chad Wentz

Guests Present

Jodie Filardo, Jutta Ulrich, Cynthia Vail

Council Staff Present

Melanie Starns, Shawn Trobia, Elsa Gaynor

Call to Order, Welcome, Introductions, and Approval of Minutes

The meeting was called to order by Mr. George Evanoff at 12:05pm. After introductions, Mr. Paul Herrmann, Chair of the Council, announced that the transition from the 2008 MWC Chair to the 2009 committee Chair has begun. This transfer of Chairmanship occurs with all Council committees. George Evanoff will be stepping down as Chairman and Barry Spiker was introduced as the new Chair. Mr. Evanoff was thanked for his service to the committee, and Mr. Spiker was welcomed as the new Chair of the Mature Workforce Committee.

Mr. Spiker then called for approval of the meeting minutes from July 10, 2008 meeting. *Bill Engler made a motion to approve the minutes and it was seconded by Bernadette Polley. Motion passed unanimously.*

Action Items Follow-Up

Melanie Starns, Executive Director of the Governor's Advisory Council on Aging, noted the status of the action items from the July meeting. Ms. Shawn Trobia did send the Data Collection Tool form to the committee members, and a few completed forms were returned to the Council office. Ms. Starns then noted that the other action items will be addressed as part of the balance of today's agenda.

Status Reports on MWC Activities & Group Discussion

MW Friendly Employer Certification Applications & Training -

Ms. Shawn Trobia, Council staff, gave a short summary on applications submitted for the Mature Worker Friendly Employer Certification. The handout provided was reviewed, and contained information about the total number of applications per city, the type of organizations, and a range of the number of the organizations' employees and site locations in Arizona. Seventy three organizations across the state have applied for the certification. Group discussion regarding communicating with the organizations with multiple locations in Arizona then followed. Ms. Trobia will be contacting the applicants and discuss the plans that will be made within their organizations as they work to implement the certification training and the Employer's Pledge in not only one site, but in their multiple sites. It was noted that this additional information regarding organizations with multiple sites will become part of the initial application process in the future. Ms. Starns stated that the initial group of certified employers will have Mature Worker Friendly Employer Certificates acknowledging them as "Charter Members" in the state.

Ms. Starns reported on the status of the employer training for the MW Friendly Certification. A survey of the applicants, and their preferred mode of training, (in-person or web conference based), has been conducted, and approximately 75% of the applicants responding to the survey stated a preference for a web conference delivery of the training. It was noted that this mode will also be more cost effective. The Council office is currently exploring several options for web conference software. Due to the request for in-person training from some applicants, in-person trainings will be planned for the Phoenix and Tucson areas, with the intent of holding one training in each of those areas.

Ms. Starns also reported on the status of the Power Point (PPT) training, and a handout of the final PPT training was passed around the table for the committee members' review. Roger Forrester and Pima Community College were again thanked for their assistance in developing the training piece. Roger Forrester, Mature Worker Connection/PCOA, noted that Pima College has reviewed the final version of the PPT, including final edits by the Council staff, and are pleased with the final version of the training. Ms. Starns updated the committee with the information that training is planned to be delivered beginning in October, with all training to be completed by November 10th. Organizations will be charged no more than \$50 per organization to attend the training, with the fees going to cover the costs of printing certificates, fees for web software, etc. Council staff are exploring the possibility of providing certified organizations with posters and window vinyl cling decals, designed for MW Friendly Certified Employers, for use in their business places if so desired.

Todd Aahkus, Rio Salado College, noted that the college specializes in on-line instruction, and offered any assistance the committee may need in the upcoming delivery of the training.

Mature Worker Website -

Ms. Trobia reported that the updating of the website has been an ongoing process, with special emphasis given to the Mature Worker Friendly Employer Certification page of the website. Although the employer's application has now been removed from the site, the Employers Pledge for the certification is still available for viewing. Ms. Trobia noted that the on-line submission form on the Events page of the website is working well, and

that three events are currently listed on the site. The upcoming Sedona event, as well as an event at GateWay Community College and one in Tucson, can be found on the website. Julie Castro, Department of Commerce, has agreed to review the events being submitted, and get them posted onto the website. Ms. Castro was thanked for her assistance. It was noted that the technical process of posting job positions for free on the website is also working well, and committee members were encouraged to use this free service. Lastly, Ms. Trobia noted that the content for the Volunteer Opportunities page of the website is currently being collected, and the content for the many resources available to the public, for all pages of the website, will continue to be input.

Report on Center for Workforce Transition

Ms. Jan Davie, GateWay Community College, provided an update on the Center for Workforce Transition(CWT). The center began over a year ago, and committee members were provided with a handout summarizing much of the accomplishments of the first year. A major training program that resulted from the CWT is the “Principles of Caregiving” program, with the curriculum now also being offered in an outreach program to the faith-based community. Ms. Davie provided several statistics, including information that 438 boomers have received training, with more than 50 having obtained paid employment and 46 people have participated in volunteer opportunities. Ms. Davie also described an event that has been held where job seekers have the opportunity to sit down for a few minutes with employers seeking workers, and the job seekers then move to the next employer at the table, having the opportunity to personally visit with each of the employers at the event. Ninety two job seekers attended the last job fair event with this unique format.

At this time, Ms. Starns directed the committee to the handout of a Miller-McCune article titled “States Applaud Encore Careers.” When interviewed by the journalist about the activities in Arizona, Ms. Starns had stated that 70 to 100 employers interact with the CWT on a monthly basis, and the article mistakenly shows 7200 employers. This error in the article, and its correction, was noted by committee members.

Report on Scottsdale Job Network presentation

Mr. Peter Polk reported on his recent presentation to the Scottsdale Job Network, an organization that works to educate job seekers in developing a personal job search marketing plan. Mr. Polk made a 70 minute presentation at the August 19th meeting, which was attended by 156 people, the largest attendance for a single meeting of this group. Highlights of the Power Point presentation was shared with the MWC. Mr. Polk was acknowledged for his work in helping spread information about the Arizona Mature Workforce Initiative and the resources available to both employers and job seekers.

Information about Sedona’s Forum and Job Fair

Ms. Anne Leap, Senior Information Referral Specialist for the City of Sedona, reported on the event scheduled for September 19th at Yavapai College, Sedona Center. The event is titled *Sedona’s First Forum and Job Fair for Ready-to-Work 50-90 Year Olds*. Ms. Leap began by sharing a brief history on the work being done by employers and mature

workers in the Sedona area, and a handout on the upcoming event was provided to the committee members. Ms. Leap introduced Ms. Jodie Filardo, Economic Planner for the City of Sedona, and Ms. Leap and Ms. Filardo provided some highlights about the event's agenda. The forum and job fair is being presented by the City of Sedona, the Sedona Chamber of Commerce and the Governor's Office on Aging. Ms. Filardo will be moderating a panel presentation on *The Workplace in Northern Arizona*, which will include participation from the City of Sedona, Yavapai College, Verde Valley Medical Center, Verde Valley Small Business Development Center and the ILX Resorts. Ms. Starns is the Keynote Speaker at the opening general session, and will make a presentation titled *Report from the Top – The Governor's Initiative on the Mature Workforce*. Information about the Mature Worker Friendly Employer Certification will also be shared at a workshop session presented by Ms. Starns. The MWC acknowledged the City of Sedona and their partners for their work in this area, and wished them a successful event.

Future Opportunities for Outreach to Job Seekers and Employers

Mr. Spiker, Chair of the MWC, asked committee members for input on any possible opportunities for outreach in their communities. The importance of spreading the word about the MW Initiative, the MW Website and the MW Friendly Employer Certification, through community outreach and networking opportunities, was noted. A few suggestions were mentioned, including Carolyn Pitre-Wright's sharing of information about a Legislative Event in February.

Other Updates, New Business and Announcements

- Christine Bryson-Lazo announced that she had recently attended a mature worker event and shared that she had helped promote the new www.azmatureworkers.com website at that event.
- Julie Castro shared information and a handout about an upcoming web conference event being presented by the Arizona Workforce Connection, titled *Arizona Build Your Community Network Webinar*. The web conference will be held on September 16th, and will feature information about faith and community groups that have joined with Arizona's Workforce System to help community members find work and self-sufficiency. For more information about the agenda and registration, committee members were encouraged to call the Department of Commerce at (602) 771-1238.

Adjournment

Meeting adjourned at 1:52 pm.

Next Meeting:

The next meeting of the Mature Workforce Committee will be held on Thursday, October 2, 2008 in the Grand Canyon Room of the Executive Tower. These meetings are open to the public.